

# The Power of Social Media



**Mandeep S. Dhillon**  
CEO, Togetherville

Dust or Magic  
November 8, 2010

# Global Internet Users

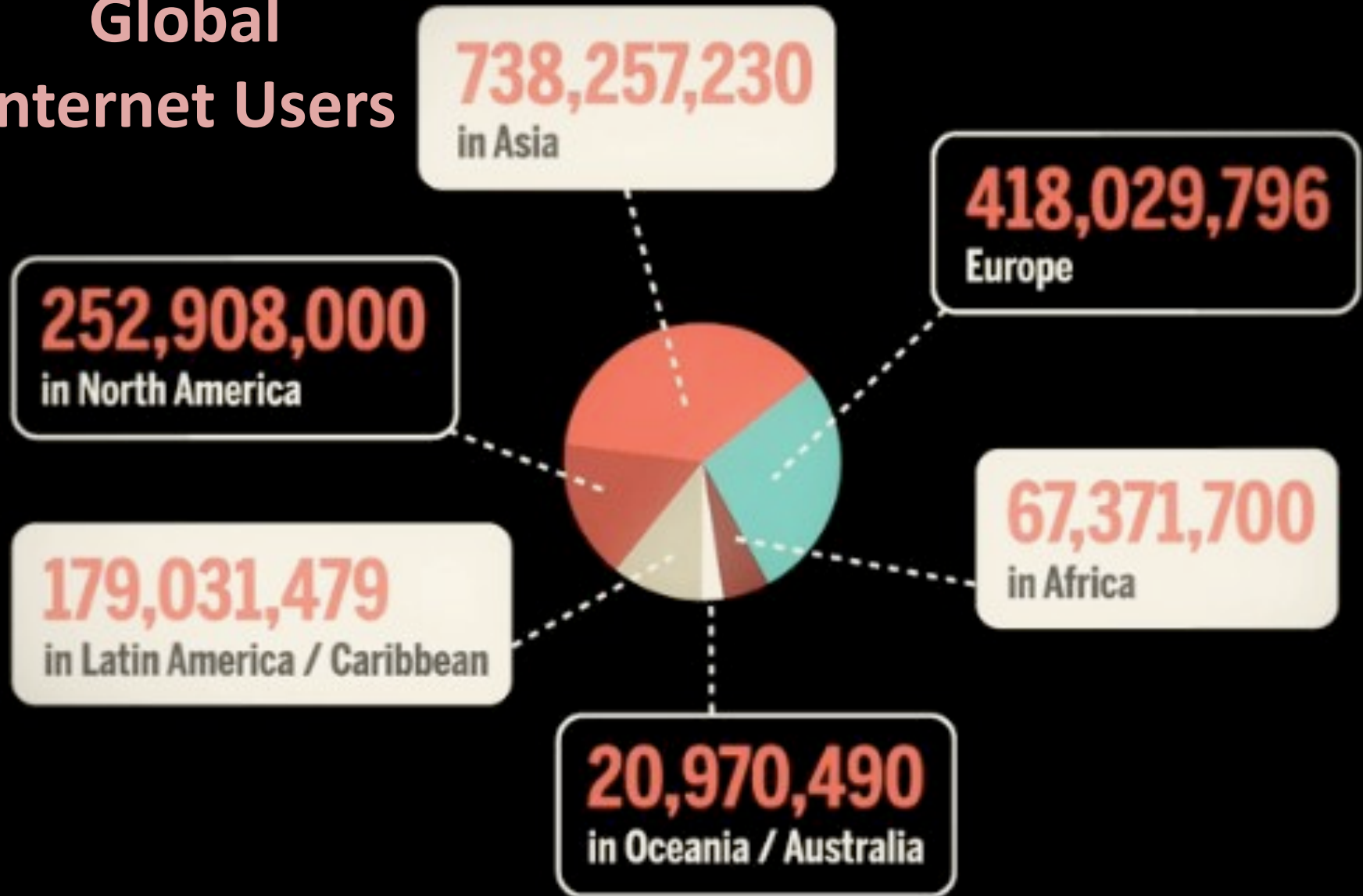


Photo Credit: [Jess3](#)

# 90 Trillion

The number  
of emails **sent** on  
the Internet in 2009.

Source: [Joss3](#)

If Facebook  
were a country,  
it would be  
the third most  
populated  
in the world,  
ahead of the  
United States.

Only China  
& India are  
more populated.

<http://brandinfiltration.com/wtf>







# 500 BILLION.

The number of minutes spent on Facebook per month.

<http://brandinfiltration.com/wtf>

LAST YEAR, THAT NUMBER WAS A MEASLY 150 BILLION.



# 25 BILLION.

The amount of content  
(web links, news stories,  
blog posts, notes, photos, etc.)  
shared each month on Facebook.

THAT'S MORE THAN 6X  
LAST YEAR'S VOLUME.

<http://brandinfiltration.com/wtf>



# 2 BILLION.

The number of YouTube videos viewed per day.

**THAT'S TWICE  
AS MANY  
AS LAST YEAR.**



<http://brandinfiltration.com/wtf>

# 4 BILLION.

The number of images hosted on Flickr.



<http://brandinfiltration.com/wtf>

THAT'S 13X MORE THAN THE LIBRARY OF CONGRESS.





# 1 in 6.

The number of marriages last year between people who met through social media.

THAT'S MORE THAN TWICE THE NUMBER OF PEOPLE WHO MET AT BARS, CLUBS, AND OTHER SOCIAL EVENTS COMBINED.

<http://brandinfiltration.com/wtf>

“

Kids are leading the world's transition to digital media. This is in part because kids aren't afraid of technology and in part because kids haven't spent years getting used to anything else.

**So if you want a sense  
of where the world's  
media habits  
are headed,  
it makes sense  
to watch  
what kids  
are doing.”**

*Generation M2:  
Media in the Lives of 8- to 18-Year-Olds,  
Kaiser Family Foundation  
January 2010*



P.S.

“

Kids are leading the world's transition to digital media. This is in part because kids aren't afraid of technology and in part because kids haven't spent years getting used to anything else.

**So if you want a sense**

MORE THAN HALF OF THE HUMAN  
RACE IS UNDER THE AGE OF 30.

THEY'VE NEVER KNOWN LIFE  
WITHOUT THE INTERNET.

*Generation M2:  
Media in the Lives of 8- to 18-Year-Olds,  
Kaiser Family Foundation  
January 2010*



P.S.

“

Kids are leading the world's transition to digital media. This is in part because kids aren't afraid of technology and in part because kids haven't spent years getting used to anything else.

**So if you want a sense**


**MORE THAN HALF OF THE HUMAN RACE IS UNDER THE AGE OF 30.**

**THEY'VE NEVER KNOWN LIFE WITHOUT THE INTERNET.**

**GUESS HOW THEY FEEL ABOUT SOCIAL MEDIA?**

<http://brandinfiltration.com/wtf>

29



“ Social media  
is like water.

On its own, water does some cool things, but when combined with other compounds it enabled the evolution of all forms of life.

Social media on its own is nice, but when combined with other tools, it is enabling everything to evolve, from communications to business to politics to marketing.”

Mike Volpe, VP Marketing, HubSpot, <http://www.hubspot.com>  
<http://brandinfiltration.com/wtf>

# Social Media is Redefining **Everything**

How we **work**

How we **play**

How we **learn**

How we **share**

How we **discover**

How we **create**

How we **collaborate**

How we **investigate**





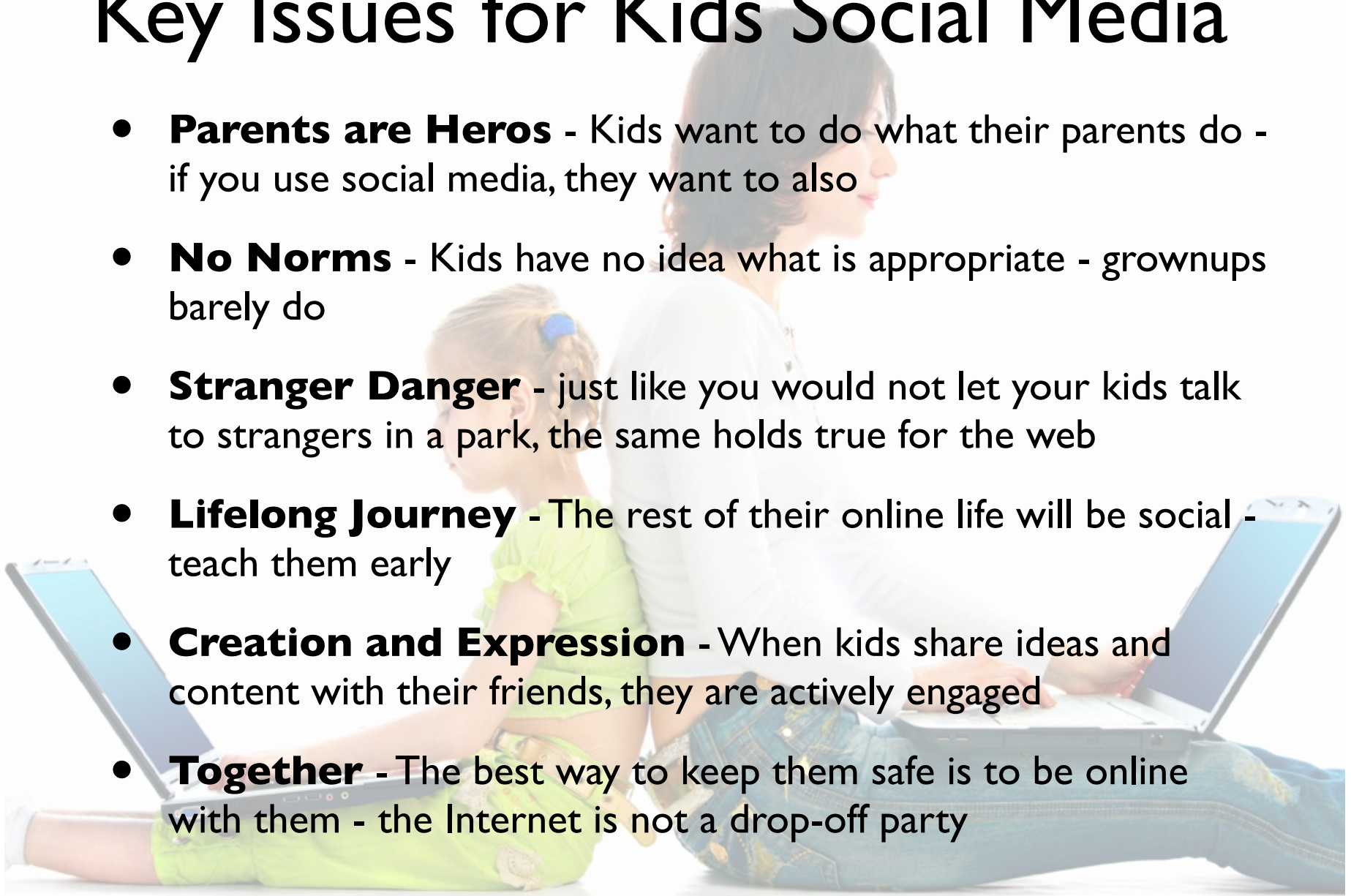
Do I need  
social media?

Kids Want  
Facebook



# Key Issues for Kids Social Media

- **Parents are Heros** - Kids want to do what their parents do - if you use social media, they want to also
- **No Norms** - Kids have no idea what is appropriate - grownups barely do
- **Stranger Danger** - just like you would not let your kids talk to strangers in a park, the same holds true for the web
- **Lifelong Journey** - The rest of their online life will be social - teach them early
- **Creation and Expression** - When kids share ideas and content with their friends, they are actively engaged
- **Together** - The best way to keep them safe is to be online with them - the Internet is not a drop-off party





# What Togetherville has learned

- **This is extremely hard**
- **Social is evolving**, and norms have not been established
- Kids and their friends is relatively easy to monetize, but **difficult to reach online**
- Kids are fickle about content, but **content drives the social experience**
- **Iteration and speed** are your best friends
- Social requires scale, and scale **requires time and money**

# Key Takeaways

- **Play is social**
- **Kids are social**
- **Today's adults were kids once**
- **Today's parents of young kids are tech savvy**

# Social matters

